



SPONSORSHIP PACKAGES

8TH TO 13TH AUGUST

Offchurch Bury,
Warwickshire



The JCB Pony Club Championships has long been a prestigious event, attracting talented young riders from across the nation. In 2025, we are thrilled to offer exciting new sponsorship packages and opportunities designed to enhance the visibility and engagement of our partners within the vibrant setting of the Championships. Our tailored packages provide a unique platform to connect with a passionate audience and showcase your brand at one of the most anticipated equestrian events of the year.



OUR STATS*



9,000+
Attendees



Audience
3,000+ MEMBERS
5,000+ FAMILY
1,000+ VOLUNTEERS
& OFFICIALS



Media Presence

HORSE & HOUND
HORSE & COUNTRY TV

EQUIREEL
TOP SHOTS

PONY CLUB
MARKETING

7 EVENTS

Dressage

Show Jumping

Mounted Games

Eventing

Tetrathlon

Polocrosse

Horse & Pony Care

ACTIVITIES

Polo Display

Showing

Fun Ride

Hobby Horsing

Special Guests

*Based on figures from 2024





OPPORTUNITIES

STABLING



Your brand will be prominently displayed across the stabling areas, where participants and their support teams spend a significant amount of time. Audience: 400+ stables.

CAMPING/PARKING

Take advantage of high footfall as all attendees arrive and drive through branded signage and banners throughout the parking and camping areas. Audience: All attendees

ARENAS



Showcase your brand in the arenas, where the competition takes centre stage. Your brand will be seen by all attendees during key events. Audience: All attendees, streaming services and imagery



PACKAGES

STABLING

- Vinyl Banner - Sponsor supplied
 - *Maximum 300cm width*
- Pony Club print - Vinyl banner
 - 250 x 60cm
- Pony Club print - Sponsor board
 - 180 x 120cm

CAMPING / PARKING

- Vinyl Banner - Sponsor supplied
 - *Maximum 300cm width*
- Pony Club print - Vinyl banner
 - 250 x 60cm

ARENAS

Boards displayed around the JCB & Harry Johnson Arenas.
Please contact:
communications@pcuk.org for
more information.

PRICING

- Stabling Area: starts at £150
- Camping/Parking: starts at £350
- Arenas: start at £300

All prices are excluding VAT





OUR VALUES

With over 9,000 attendees each year, sponsoring the JCB Pony Club Championships goes beyond supporting an event—it's about connecting with a tradition of excellence and community. The Championships bring together participants, families, and equestrian enthusiasts, offering sponsors broad exposure and engagement. Our 2025 packages are designed to put your brand front and center in key areas like stabling, camping, and arenas.

FUN | FRIENDSHIP | HORSEMANSHIP | SPORT





MORE INFORMATION

For more information on what sponsorship and advertising opportunities and prices we can offer you at the JCB Pony Club Championships please contact our Marketing Team:



02476 698343



Communications@pcuk.org



pcuk.org/national-championships/



Lowlands Equestrian Centre, CV35 7AX



FUN • FRIENDSHIP • HORSEMANSHIP • SPORT

**PONY
CLUB**

